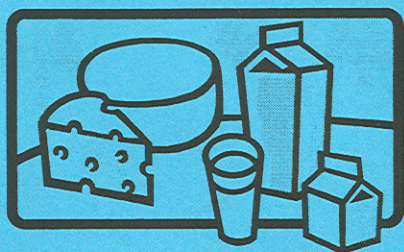


Hartford Area Food Stores Price Survey

June 22-23, 2003

City of Hartford
Food Policy Commission



Inside you will find a price comparison of selected items at seven supermarkets in the Hartford area.

Each item is listed along with its price at each store. The total cost of all items for each supermarket is then added so that you can compare the stores.

We have also provided a summary of the results, noting which stores are least expensive in certain categories, such as 'fruits and vegetables' and 'dry goods'. To make the best use of this survey, look at those items which you buy most often. Then determine which store offers the best prices for your needs.

Does Healthy Cost More?



Obesity and overweight are problems that more than half of all Americans face. Here in Hartford the adult obesity rate, 34%, is double the state average. A nutritious diet and physical activity help lower excess weight, and the supermarket is an excellent place to start on the path to a healthier lifestyle.

For this survey, we compared five healthy and less healthy choices that are available to you at the supermarket:

- 93% vs. 85% Lean Ground Beef
- 2% vs. Whole Milk
- Campbell's Healthy Request Chicken Noodle Soup vs. Campbell's Red and White Chicken Noodle Soup
- Cheerios vs. Frosted Flakes
- Wheat vs. White Bread.

Not only are these items available at most supermarkets, they are not much more expensive. If you were to purchase the 5 alternatives, your total market basket would only be \$1.54 more. This would increase your total cost by only 2%. In fact, if you look out for sales there are many instances when the healthier choice is less expensive.

To select healthier food, it is important to read the labels. Many healthy foods focus on lower calories and fat, but these are not the only important pieces of information. Leaner beef and low fat milk offer slight calorie reductions, but the real advantage is in lower saturated fat.

While traditional Campbell's soup is not much different in calories than Campbell's Healthy Request, the latter reduces the sodium in a serving by half. When Cheerios are chosen over Frosted Flakes, sugar per serving reduces from 12g to 1g and the fiber level triples. Calories and fat may not vary much, but the overall healthy value of the item is what is important to identify.

The bread aisle requires a little more attention. It is important to choose carefully in order to receive the healthy benefits of wheat bread. Many white breads are enriched to offer more nutrients, and some wheat flour has been processed and refined to the extent that it loses most benefits. Whole wheat bread uses the entire grain, including bran and germ, which leads to high fiber levels. Fiber is something white bread cannot offer. Whole wheat bread has twice the fiber of white bread.

So choose carefully in the supermarket. The healthier choices are not hidden away, in fact they often sit beside their less healthy counterpart. There are many healthier items that this list did not cover that are equally accessible. Take the time at the supermarket to look at labels and make healthy choices.

Summary of Results

If your shopping list resembles the items we have used in this sample, then the ratings below may help you in determining which supermarkets will give you the best value.

	<u>Overall Prices</u>
<i>least</i>	1 Shop Rite, Manchester
<i>expensive</i>	2 Big Y. E. Hartford
	3 Adam's, Hartford
	4 Stop & Shop, Bloomfield
	5 Waldbum's, W. Hartford
<i>most</i>	6 Stop & Shop, Hartford
<i>expensive</i>	7 Shaw's W. Hartford

The prices at the least expensive supermarket, Shop Rite in Manchester, are 12% lower than at Shaw's in West Hartford, the most expensive supermarket.

You may wish to buy certain types of items at specific stores. The best value for fruits and vegetables as well as dry and canned goods is at the Shop Rite in Manchester. For meat, egg, and dairy Adam's in Hartford offers the best value. Also keep in mind that supermarkets such as Big Y and Stop & Shop often offer large discounts on specific items. Keeping an eye out for sales is a big money saver.

Store Locations & Bus Lines

Bloomfield

Super Stop & Shop

- 313 Cottage Grove Road
Bus: S1, T4, T5

East Hartford

Big Y

- School Street Plaza, 287 Ellington Road
Bus: H1 (East Windsor Hill)

Hartford

Adam's Food Stores

- 76 New Britain Avenue
Bus: Q2

Super Stop & Shop

- 150 New Park Avenue
Bus: K3

Manchester

Shop Rite

- 214 Spencer Street
Bus: any B

West Hartford

Waldbaums

- Bishops Corner, 772 North Main Street
Bus: A1, E2, U3

Shaw's Super Food Store

- Prospect Plaza, Prospect Avenue
Bus: K3

For More Information on Bus Routes, contact CT Transit at (860) 525-9181.

This survey is produced by the
Hartford Food Policy Commission.

For more information, or to volunteer
to help survey stores, please contact
us anytime:

Food Store Price Survey

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